

**YANGON UNIVERSITY OF ECONOMICS**

**DEPARTMENT OF COMMERCE**

**FACTORS INFLUENCING ON STUDENTS' BUYING  
BEHAVIOR OF SKINCARE PRODUCTS**

**(A CASE STUDY ON YANGON UNIVERSITY OF ECONOMICS)**

**MYAT PWINT PHYU**

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BEHAVIOR OF SKINCARE PRODUCTS  
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This thesis is submitted to the Board of Examiners in Partial Fulfillment of the  
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Supervised by

Daw Yee Yee Thein  
Associate Professor  
Department of Commerce  
Yangon University of Economics

Submitted by

Ma Myat Pwint Phyu  
M.Act (II) – 3  
Master of Accounting  
Yangon University of Economics

## **ABSTRACT**

The purpose of this study is to identify the factors influencing on students' buying behavior of skincare products. In this study, descriptive method and multiple regression analysis were used. This study learns and contributes the factors that influence students' buying behavior. This study investigates the influences of personal factors, social factors, cultural factors and psychological factors on students' behavior to buy skincare products. Customers survey to collect the primary data, by distributing the questionnaires to 100 respondents. Data collection was done in a survey among master students who are attending in Yangon University of Economics. This study was found that cultural factors and psychological factors significantly influenced buying behavior of skincare products. The result found that cultural factor is a powerful tool to attract more consumers to buy skincare products and has become important in the cosmetic market. And then, psychological factors like motivation, perception, learning and beliefs and attitudes are more important factors when consumer making any buying decision. Therefore, it has also been concluded that the psychological factor is one of the most important and powerful factor, which influence consumers' buying behavior. The findings might benefit cosmetics firms and marketers to better understand important factors underlying skincare products buying behavior among students in order to better compete in the global as well as local market. This study suggests that manufacturers can develop effective marketing strategies by emphasizing personal factors, social factors, cultural factors, and psychological factors to enhance consumers' perceived value to increase their buying behavior.

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## **List of Abbreviations**

ASEAN	-	Association of South East Asian Nations
BBBM	-	Buyers' Black Box Model
FDA	-	Food and Drug Administration
GMP	-	Good Manufacturing Practice
GDP	-	Gross Domestic Product
MFDA	-	Food and Drug Administration in Myanmar
SRM	-	Stimulus Response Model
SPSS	-	Statistical Package for the Social Science
WHO	-	World Health Organization

# Chapter 1

## Introduction

In the 21<sup>st</sup> century, improvement of technology, science, society, economy and education provide people to have better standard of living and styles. With increased buying power and increasing number of dual earning has made people more conscious towards beauty, hygiene and better life style (Souiden & Diagne, 2009). Today people are more active, liberal moving ahead and taking part in every walk of life so they became more concerned towards their looks and appearance (Kumar, 1998). In order to make their appearance to be good looking, they use skincare products in many different ways such as using cosmetics, making facial surgery and body surgery. Among them, using cosmetics is easily accessible owing to a large number of supporters.

Not only natural products but also cosmetics products are used as skincare products. It effects the rapid growth of beauty care industry. Beauty care products imply psychologically that customers are taking care of their hygiene, beauty and healthiness by some products items to support. Nowadays, women apply skin care products daily like using clothing and accessories.

In the past time, Myanmar people used traditional Thanakha as cosmetics to protect from sunburn and to smooth the skin. Since the 1980s, international and local skincare and cosmetics entered into Myanmar market. Therefore, people may use only traditional Thanakha but also ready-made Thanakha and Cosmetics. Everyone should maintain their skin to protect from sunburn, wind, environmental pollution, alcohol, cigarettes and harmful chemicals. So, skincare is important for the health of the skin and become one of the important things in urban daily life style. Skincare products include cleanser, facial masks, toner, moisturizers, sunscreen, tanning oil and lotion, skin lighteners, serums and exfoliants. In Myanmar market, these kinds of products are available everywhere and every time. Many people can make choice these products based on their needs and desires. The marketers try to know their consumer needs and wants. This requires a thorough understanding of consumer behavior.

Consumer behavior is the behavior that consumer display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs. The purchase decision was influenced by various factors such as

social, cultural, demographic, personal, economic etc. Thus, effective marketing, the marketer must know the basis of decisions taken by customers. Therefore, the skincare products become the most interesting purchase pattern in Myanmar market.

### **1.1 Rationale of the Study**

In Myanmar, the customer's demand and the power of the retailers is tremendously growing due to competitive environment and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Key to the success of any business organizations lies in the hands of customers. Understanding their needs, wants and their buying behavior determines the organization success. To evaluate and access a specific product, buying behavior becomes a key point for consumers. Marketing personnel are constantly analyzing the patterns of purchasing behavior and purchase decisions to predict the future trends. The term consumer buying behavior is defined as the analysis of when, where, why and how people purchase a product. Consumer buying behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services.

In ancient days' people don't prefer to buy skincare products, as they know the harmful effect of using these artificial but now the trend has changed. With the expansion of social group and rising incomes, consumer attitudes toward skincare products are changing into positive view because skincare products enhance the beauty of the skin and the health of the skin. As consumer's awareness about their appearance and beauty result in the increasing demand of skincare products in the market.

Women of all age use skincare products to enhance their skin and to attend special occasions. Skin whiteness is considered as an important element in constructing beauty in Asian culture. Because skincare products include the whitening effect to enhance the skin to be whitened. When women use skincare products, they feel confident. So, skincare products are in high demand. Nowadays, weather changes are caused by global warming and ozone layer depletion. Therefore, those who are conscious about their skin health and beauty are trying to maintain their skins. And they choose the right products that are suitable for their skins. Harmful rays from sun may increase the risk of the skin cancer. So, skincare is important for not only good

looking but also for healthy style. Recently, many kinds of skincare products and brands are found in Myanmar market which consists of both international and local brands. So, people use various kinds of skincare products according to their preferences. Skincare products can influence on women as well as men which result in positive consequences such as their confidence and behavior.

There is a generation perception that skincare products are generally purchased by students who are studying various universities, believing that these products may improve their appearance which are essential for their career. An increasing number of students starting to show strong interest in enhancing their appearance through skincare products. It is also perceived that these set of master students have the capacity to spend sufficient amount for cosmetics, as their affordability is more than that of the undergraduate students. They are having freedom in education, occupation and career selection. In particular, most of master students in Yangon University of Economics are female. So, they are more prefer using skincare products than male. With a high level of interests in appearance, they have revealed a great potential. Students' buying behavior represents not only the remarkable consumption potential but also the future mainstream. Thus, the students' patterns of consumption gradually become a major concern.

And marketers always consider their products to be attractive, creative and innovative. For new product introduction and market penetration, effective marketing strategies are essential. In order to implement effective marketing strategies, marketers need to understand consumer buying behavior. Therefore, this paper aims to study the factors that influence students' buying behavior of skincare products.

## **1.2 Objectives of the Study**

Objectives of the study are as follows:

1. To identify students' buying behavior of skincare products at Yangon University of Economics.
2. To analyze the factors influencing on students' buying behavior of skincare products at Yangon University of Economics.

### **1.3 Scope and Method of the Study**

This study focuses on factors influencing on students' buying behavior of skincare products and make case study with students who are using skincare products at Yangon University of Economics. The population of the study is master students attending at Yangon University of Economics. Therefore the sample size of 100 was randomly selected from the population of master students attending at Yangon University of Economics in 2018-2019 academic years by using sample random sampling method. Regarding the research method, quantitative research method was used in this study. Multiple regression analysis was used to analyze the influencing factors and descriptive statistics is used to describe demographic background of students (respondents). The research questionnaire is about factors influencing on students' buying behavior of skincare products. This study uses both primary data as well as secondary data. The primary data collects from master students at Yangon University of Economics by using structured questionnaires. The questions uses measurement by Likert scale of 1 to 5: 1 represents strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree respectively. The secondary data uses research journals, previous thesis paper, and internet website and text books.

### **1.4 Organization of the Study**

This study consists of five chapters. Chapter (1) includes introduction, rationale, objectives, scope and method of the study and organization of the study. Chapter (2) includes the theoretical background for the consumer buying behavior. Chapter (3) focuses on background of the skincare product. Chapter (4) relates to analysis of factors influencing on students' buying behavior of skincare products. Finally, the Chapter (5) deals with the conclusion in which findings, suggestion and recommendations and needs for further study are presented.

## **Chapter 2**

### **Theoretical Background of the Consumer Behavior**

This chapter discussed the review of literature on consumer buying behavior, the Models of consumer buying behavior, the Stimulus Response Model of consumer buying behavior, the factors influencing consumer buying behavior and finally the conceptual framework of the study.

#### **2.1 Consumer Buying Behavior**

Consumer buying behavior is defined as the behavior that consumer displays in the searching for, buying, using, evaluating, and disposing of the products and services that they expect will satisfy their needs. Consumer buying behavior focuses on how consumer make the decisions to spend their available resources on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how they buy it, how often they use it, how often they evaluate it after the buying and the impact of such evaluations on future buying. It includes elements from psychology, sociology, social anthropology and economics (Kotler, 2000). It attempts to understand the purchase decision making process, both individually and in groups. It studies characteristics of each consumers such as demographics and behavioral variables in an attempt to understand consumer's wants (Armstrong, 1991).

Consumer behavior describes basically two different kinds of consuming entities: the personal consumer and the organizational consumer. First, personal consumer buys goods and services for his or her own use, for the use of the household or as a gift for a friend. The products are bought for final use by end users or ultimate consumers. Second, organizational consumers include profit and non-profit businesses, government agencies (local, state, national) and institutional (e. g schools, hospitals, and prisons), all of which purchase products, equipment, and services in order to run their organizations.

Consumer behavior is the study of individuals, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or

ideas to satisfy needs and the impacts that these processes have on the final consumer and society. It attempts to understand the decision-making processes of purchaser, both individually and in organization. Consumer behavior is based on consumer buying behavior, with the customer playing the three distinct roles of user and buyer. Consumer buying behavior is the decision processes and acts of consumer involved in purchasing and using products. A firm needs to analyze buying behavior for buyers reactions to a firms marketing strategy that has a great impact on the firm success, the marketing concept stresses that a firm should create a marketing mix that satisfies customers, therefore need to analyze what, where, when and how consumers buy and marketers can better predict how consumers will respond to marketing strategies.

## **2.2 Models of Consumer Buying Behavior**

Several models are developed with a view to provide explanations for the consumer buying behaviors. Although they vary the presentation, most of them are consists of stages such as pre-purchase, purchase and post-purchase (Hoyer and MacInnis, 2001; Rayport and Jaworski, 2003). Blackwell et al. (2001) define consumer behavior as a summation of acquisition, consumption and disposal of products or services. Based on this loophole, Rayport and Jaworski, (2003) further propose the circle of consumption that recognize purchasing processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods.

Stage one is the recognition of the need which occurs when an person is aware of a difference between their perception and the actual satisfaction level (Solomon et al. 2006). The purchase process is initiated when consumer recognize their unsatisfied need and desire. (Levy and Weitz. 1992). There are two kinds of needs, namely functional needs and psychological needs. Functional needs are related to the performance of the product whereas psychological needs are intrinsically obtained when customers feel contented with shopping or owning a product which they long for.

Stage two is the search of information. The length and depth of search vary for different customers and depend on variables like personality, social class, income, size of purchase, past experiences, prior brand perceptions as well as customer satisfaction. As mentioned by Solomon et al. (2006), search of information can further

be divided into pre-purchase search and ongoing search. Pre-purchase search begins when buyers recognize a need and hence look for the information from the marketplace.

Stage three is the pre-purchase evaluation that buyers compare between different products and services to make a buying decision. In this stage, buyers pay particular attention to the attributes which are most relevant to their needs (Kolter et al., 2005). Attributes like quantity, size, quality and price are commonly used to judge a brand by buyers. Whatever changes in these attributes can affect consumer decisions on service or product choices (Blackwell et al., 2006).

According to Porter (2004) firms can create value by providing less price or differentiated offers to the buyer so as to excel their competitive advantages over the others. Stage four refers to the purchase decisions made by the consumers after evaluating the offers from different retailers. As stated by Blackwell et al. (2006), there are two stages contributing to the decision-making processes, including retailer and in-store selection. Retailer selection is made by judging which retailers to purchase after investigating the attributes from the prior stage whereas in-store selection is affected by the selling skills of salesperson, visual displays inside the shops, as well as point-of-buying advertising. Stage five, stage six and stage seven are under the post-purchase stage. In stage five, buyers initiate consuming the products whereas in stage six, buyers evaluate the consumption process. This gives rise to satisfaction when buyers' expectations are more than the perceived performance and vice versa (Blackwell et al., 2006). Lastly, stage seven comes to divestment, in which consumers dispose or recycle the products and at the same time. The firms have to consider about the possibility of remarketing. This stage is important since buyers could be possible to make repeat buyings provided that they are satisfied with the aforementioned stages (Rayport and Jaworski, 2003).

### **2.3 The Stimulus Response Model of Consumer Buying Behavior**

According to Kotler & Armstrong (2010), in the root of all consumer behavior is the Stimulus Response Model (SRM) – also known as the Buyers' Black Box Model (BBBM). This theory presents the consumer as a "black box" which cannot be seen into. The black box is a metaphor for many of the aspects of consumer behavior that are not observable.



Events and occurrences in the environment which can influence behavior are called stimuli (Business Dictionary 2016). The stimuli are divided into two categories: marketing stimuli and other stimuli. The marketing stimuli consist of the four P's of the marketing mix: product, price, place and promotion. These four elements form a toolkit which marketers use to build marketing strategies which aim to generate a positive response from consumers. A successful use of the four P's as a basic for marketing can help increase the demand of a company's products and services. In addition to marketing stimuli, other stimuli also enter the buyers' black box and affect the consumer responses. Other stimuli come from the surrounding environment. They can be either economic, technological, social or cultural (Kotler & Armstrong 2010). Unlike the marketing stimuli, these factors are not intentionally designed to push the consumer response to any desired direction (Solomon 2009).

Once the stimuli listed above enter the buyer's black box they are modified into buyer responses. These responses represent the overall buyer behavior such as how much, when, where and what the consumer buys. Responses also result to buying attitudes and preferences and the formation of brand and company relationships. The SRM aims to help marketers figure out what kind of stimuli lead to the desired consumer responses. In order for the marketers to understand the correlation between a certain stimuli and the response it generates – they have to look inside of the buyers' black box. The stimuli entering the black box are faced by: buyer's characteristics or factors that influence buying behavior and buyer's decision process. These are the two dimensions which modify the stimuli into a buyer response. For marketers, looking inside the box can be difficult because some of the elements are not observable. Buyer's characteristics entail subconscious factors which are not clear to even the buyer themselves (Kotler & Armstrong 2010).

When examining consumers as individuals, many internal and external characteristics strongly influence their buying behavior. Marketers can only truly affect the marketing stimuli they decide to present to consumers, but it is imperative to take other factors into account. Understanding the multitude of internal factors at play can help target marketing efforts in a more variable and effective way. The factors which generally guide consumer behavior can be divided into: personal factors, social factors, psychological factors and cultural factors (Kotler & Keller 2009).

## **2.4 Factors influencing Consumer Buying Behavior**

Consumer buying behavior is influenced by many factors. These may include personal factors, social factors, cultural factors and psychological factors (Kotler, 2003).

### **2.4.1 Personal Factors**

Personal factors that influence consumer behavior include age, stage of life cycle, occupation, economic condition, lifestyle, personality.

#### **(a) Age and Stage of Life Cycle**

People who are part of the same age-group often share similar needs, wants and values. Preferences have the tendency to change with age. People of similar ages share similar past experiences and memories and are also more likely to experience important life changes within the same timeframe. Some offerings and styles of marketing rarely appeal to different age groups in the same way and with the same intensity (Solomon 2009). As a reflection of these generational similarities, age is viewed as a good indicator of the life-cycle stage consumers are likely to be in.

#### **(b) Occupation**

Occupation can strongly influence buying behavior. It is beneficial for marketers to recognize the occupational groups which are likely to have above-average interest in their offered products or services. Some products are even designed and marketed to specially fit the needs of certain occupational groups. Occupation is closely tied to economic condition.

#### **(c) Economic Conditions**

Economic conditions have undeniable effect on buying behavior (Kotler & Armstrong 2010). Consumers with more disposable income available, can afford more want-based purchases. Wealthy consumers with the most purchasing power are where marketers often target their marketing efforts. A lot of products and services are intentionally positioned in a way that overlooks consumers with low income are similarly targeted with very low-end and cost-efficient offerings. This approach makes sense, but it should be noted that not all wealthy consumers spend according to

their resources. Purchasing habits are influenced by so many factors that it would be short-sighted to assume that income alone determines the level of consumption. In addition to personal income, other economic conditions have an impact on consumers buying behavior.

#### **(d) Lifestyle**

Lifestyle refers to a pattern of living. This pattern can be expressed in the person's activities, interests and opinions. Therefore, lifestyle describes more than just the purchaser's social class or personality. Instead, the person's whole pattern of acting and interacting is contained in the lifestyle. It is important to know that the consumer's buying behavior is strongly linked to the match between his/her own lifestyle and that of a product. Consumers do not purchase products, they purchase the lifestyles and values those products represent. Thus, lifestyle is the critical factor steering the buyer black box.

#### **(e) Personality**

Personality also plays a role in influencing consumer behavior. Arnould, Price and Zinkhan (2002) explained personality as the distinct or unique long-lasting patterns of thoughts, feelings and behaviors that characterize each individual's adaptation to the experiences in his or her life. Personality can be used to explain an individual's behavior which in turn influences consumption and purchase decisions (Tsao & Chang, 2010). Personality manifests itself into some traits such as self-esteem, self-pride, charisma, ambition, openness towards others, curiosity, adaptability, etc.

### **2.4.2 Social Factors**

Kotler (2012) identifies three key social factors which influence consumer behavior namely; family, reference group and roles and status.

#### **(a) Family**

The members of family can strongly influence consumer behavior. The family is the important consumer purchasing organization in society, and it has been

researched extensively. Marketers are interested in the roles and influence of the husband, wife and children on the buying of different kinds of products and services.

**(b) Reference Groups**

Reference groups were narrowly defined to include only those groups with which a person interacted on a direct basis (such as family and close friends). However, the concept gradually has broadened to include either direct and indirect individual or group influences. Indirect reference groups consists of those individuals or groups with whom a person does not have direct face-to-face contact, such as movie stars, sports heroes, political leaders, TV personalities.

**(c) Roles and Status**

Roles and status of individuals is also a vital constituent of social influence. The position of an individual within the family, work place, social clubs and his friend circle decides his role and status. This is affected by his profession, position at work place, education, position in the family and gender.

**2.4.3 Cultural Factors**

Culture refers to the set of values, and attitudes that are accepted by a homogenous group of persons and transmitted to the next generation. Culture is the most fundamental determinant of a person's wants and behavior since all facts of life are carried out against the background of the society in which an individual lives. Cultural values are values are transmitted through three basic organizations like the family, religious organizations and educational institutions. Culture is different for different societies. Culture of a society is differentiated across all of the groups in the society. There can be subcultures with certain elements differing from other groups' cultural elements.

**(a) Subcultures**

Each culture includes small subcultures that have more specific identification and socialization. Subcultures are distinct cultural groups which exist as an identifiable segment within a larger or more complex society with the unique values, ideas and attitudes. Subculture based on nationality, religion, geographic locality,

race, age and sex often enable marketers to segment a market in term of the specific beliefs, values and customs shared by members of a specific sub cultural group (Phillip Kotler and Kevin Lane Keller (2009)).

#### **(b) Social Classes**

Social classes are homogeneous and enduring divisions in the society. They are hierarchically ordered and those members share similar values, interests and behavior. Social classes do not impact income alone, but also other indicators such as occupation, education and residence area. Social classes do not similar in dress, speech patterns, recreational preferences and many other characteristics.

### **2.4.4 Psychological Factors**

Psychological factor is a force within an individual that can affect purchasing behavior. A person's buying choice is influenced by four psychological factors; motivation, perception, learning, beliefs and attitudes.

#### **(a) Motivation**

A motive is an internal energizing force that orients a person's activities towards satisfying a need or achieving a goal. Actions are impacted by the set of motives, not just one. If marketers can identify motives then they can make the better develop a marketing mix. MASLOW's hierarchies of needs are physiological needs, safety needs, love and belonging needs, esteem needs and self-actualization needs. Need to determine what level of the hierarchy the consumers are act to determine what motivates their purchases.

#### **(b) Perception**

Consumer buying behavior is often influenced by a person's perceptions of products or services. Perception is the selecting, organizing and interpreting process of information inputs to provide meaning. The inputs of information inputs are the sensations received through sight, taste, hearing, smell and touch. The interpreting of the information is based on what is already familiar, on the stored knowledge in the memory. Perception has the implications of the strategy for marketers because buyer

make decisions based on what they perceive rather than on the basis of objective reality.

### **(c) Learning**

Learning is a change in a person's thought processes caused by previous experiences or exposure. According to William and McCarthy (2002), buyers may learn as a result of the things marketers do and the information they put in the market in other instances, learning may result from the stimuli that have nothing to do with marketing. Whichever case, almost all of the consumer buying behavior is learned.

### **(d) Beliefs and Attitudes**

Throughout life, people gain beliefs and attitudes which both affect their purchase decisions. A belief can be described as a descriptive thought a person has about something. Beliefs can be based on knowledge, faith or purely on opinion (Kotler & Armstrong 2010). Consumers form their own beliefs also about products and services. Sometimes these beliefs can be negative or false and emotionally charged.

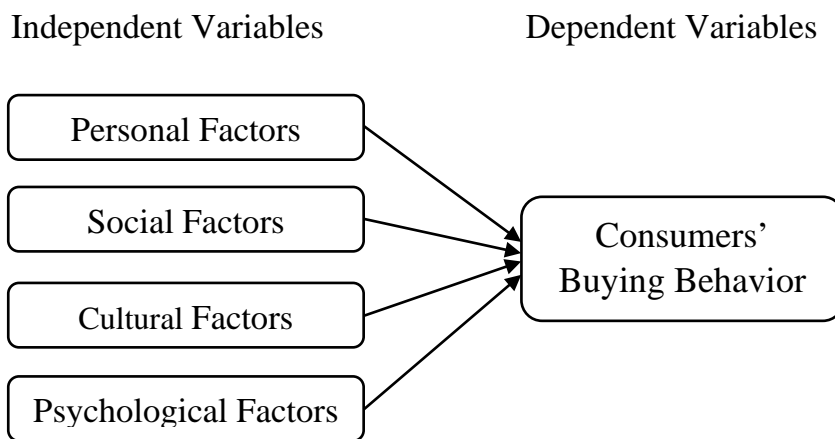
Unlike beliefs, attitudes always hold an emotional charge. Attitude represents how a person feels about situations, ideas, people or brands. They arise from personal motives and can be either positive or negative. A consumer who expects to face similar information again in the future is likely to start forming an attitude in order to prepare (Solomon et al. 2010). Attitudes are learned and often based on past experience and observation.

## **2.5 Conceptual Framework of the Study**

### **2.5.1 Previous Studies on Consumer Buying Behavior**

Tanja Lautiainen (2015) did the research on factors affecting consumers' buying behavior in the selection of a coffee brand. This study examined the influence of the cultural, social, personal and psychological factors on consumers' buying behavior. The result found that cultural, social, personal and psychological factors were influencing on consumers' buying behavior. Isa Kokoi (2011) carried out the study on female buying behavior related to facial skincare products. The framework was developed with the influencing factors of female buying behavior; cultural, social

and personal factors. This study concluded that female buying behavior was influenced by cultural, social and personal factors. Elizabeth Mbugua (2017) did the research on factors influencing consumer behavior when buying selected fast-moving consumer goods in Nairobi. This research examined the factors of cultural, social, personal and psychological factors influences on consumer behavior. This study found that cultural, social, personal and psychological factors are important influencing factors on consumer behavior.

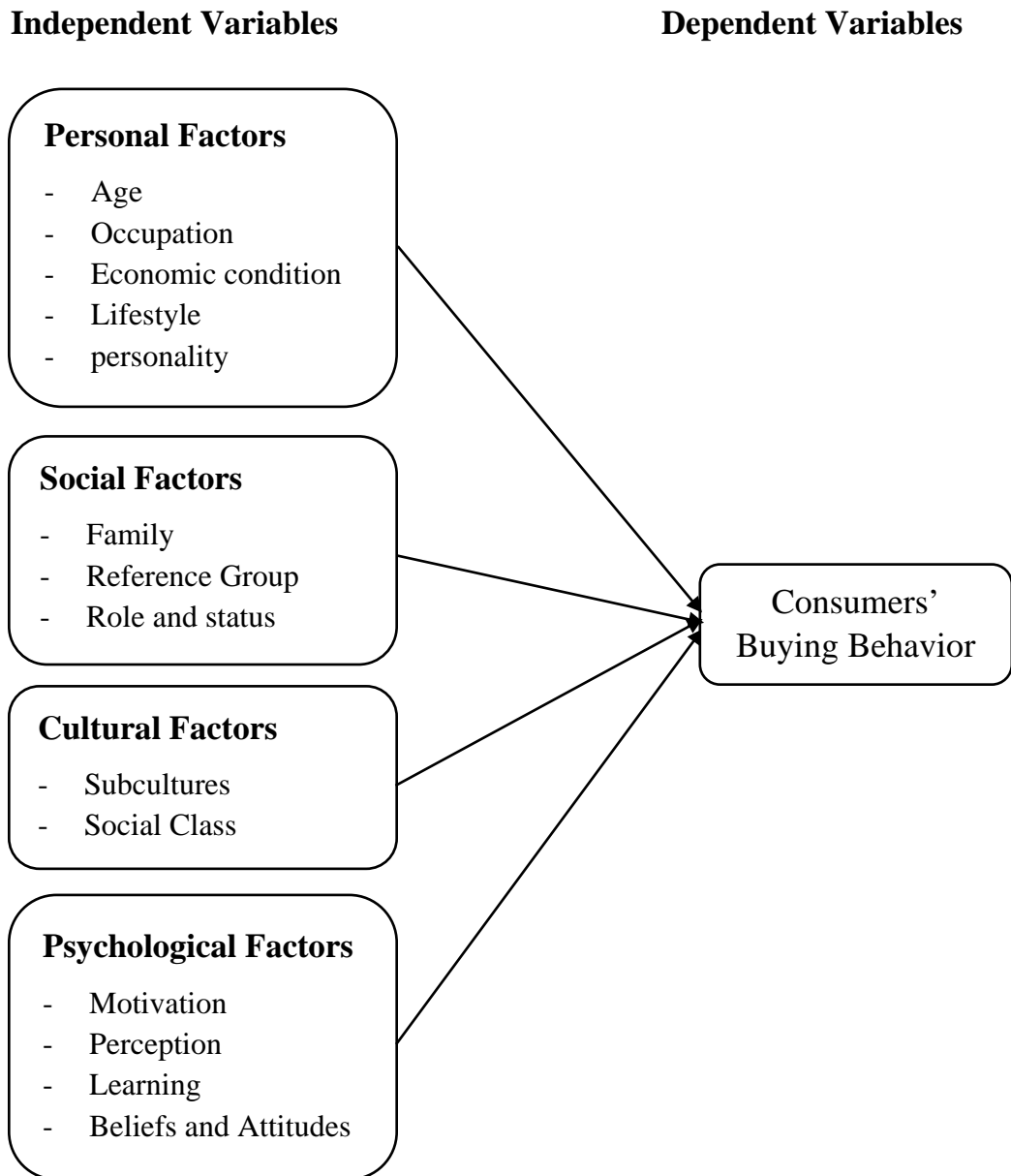


Source: Lautiainen, Tanja (2015)

### 2.5.2 Analytical Framework of the Study

This study is based on the research paper that Tanja Lautiainen did, factors affecting consumers' buying behavior in the selection of a coffee brand (2015). The independent variables selected for this study are; personal factors (age, occupation, economics condition, lifestyle and personality), social factors (family, reference group and role and status), cultural factors (subculture and social class) and psychological factors (motivation, perception, learning and beliefs and attitudes. The dependent variable analyzed in this study is consumers' buying behavior. This conceptual framework shows that personal factors, social factors, cultural factors and psychological factors were influenced on consumers' buying behavior.

**Figure (2.1) Conceptual Framework of the Study**



Source: Adopted from Lautiainen, Tanja (2015)



## **Chapter 3**

### **Consumers' Buying Behavior of Skincare Products in Myanmar**

This chapter presents consumers' buying behavior of skincare products in Myanmar. In this study, it includes background of the skincare products and cosmetics, Myanmar Cosmetics Regulations, growth of cosmetics and skincare products usages in Myanmar, buying behavior of skincare products in Myanmar, and types of skincare products in Myanmar.

#### **3.1 Background of the Skincare Products and Cosmetics**

The history of cosmetics changed with the end of the World War 2 and the industrial growth during the 1940's, when cosmetics found acceptance among women firm all concerns of the world. With the advent of the electronic media like television and radio, things looked really sunny for the cosmetic industry as actresses wore cosmetic makeup in order to attract the general masses a huge boost to the sales figures. Soon growing women turned it into a habit to use cosmetic makeup for almost of all the occasions.

During the 20<sup>th</sup> century, the popularity of cosmetics grow rapidly. Cosmetics are more used by girls at the young age, especially in the United States. Criticism of cosmetics has come from a different kind of sources including some feminists, religious groups, authors and public interest groups.

Now, cosmetics are widely available from dedicated internet – only retailers, who have more recently been joined online by established outlets, including the major department stores and traditional bricks and mortar beauty retailers.

Although modern makeup has been used mainly by women, an increasing number of males are gradually using cosmetics usually associated to women to enhance or cover their own facial features. Cosmetics brands release cosmetics products especially tailored for men, and men are increasingly using such products.

Cosmetics include skincare creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products.

Skincare products can also fall under the general category of cosmetics. These are products used to improve the appearance and health of skin, are formulated for different types of skin and associated characteristics

Skincare products refer to all products used for cleansing, massaging, moisturizing etc, of the skin especially the face or hands. The aim of the products is to maintain the body in good condition and protect from the harmful effects of the environment. Skincare products include cleansers, facial masks, toners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliants.

The skincare market consists of the retail sale of facial care, body care, sun care, hand care, depilatories and makeup remover products. The global market consists of Africa and Middle East, Americas, Europe and Asia-Pacific.

Skincare products for women generally fall into one of several categories: soaps and cleansers, toners and serums, moisturizers, exfoliating scrubs and masks. These distinct categories can each be broken down further into more specific products that serve purposes such as healing acne, preventing or reversing the effects of aging, fighting oily skin, or protecting against sun damage. The huge variety of skincare products for women can be overwhelming, so knowing the needs of individual skin types is important in choosing the correct product.

### **3.2 Myanmar Cosmetics Regulations**

Myanmar is the member state of the ASEAN community and abide by ASEAN Cosmetic Directive; however, like other states, it has local regulatory bodies such as the Ministry of Health that supervise goods sold in the country. Specifically, the Ministry of Health's Public Health Law of 1972 (the PH Law) govern cosmetic products.

Cosmetic products must occasionally conform to general standards enacted by the government with reference to guidelines enforced by the U.S. (FDA) Food and Drug Administration and ASEAN Cosmetic Directive. In addition, the PH Law allows Myanmar to create a regulatory authority that has the power to seize harmful personal goods, household goods and cosmetics from the market and destroy them. However, neither formal versions of standards nor a regulatory authority have been formally established, making cosmetic regulation in Myanmar a future task.

In Myanmar, the Food and Drug Administration (MFDA) is concerned mainly with drug registrations and do not involved the other items such as personal goods, household goods and cosmetics. Nonetheless, with the FDA medicated shampoos and medicated soaps can be registered which is expected to commence registration of cosmetics in near future. The classification of cosmetics that are medicinal, have drug-related claims and functional properties are supposed to mirror the ASEAN Cosmetics Directive, with the influence from the FDA. This is important to note that the classification is subject to local regulatory bodies, which can adopt the ASEAN Cosmetic Directive but act according to the FDA guidelines. Therefore, it is important for manufacturers, importers, exporters and distributors of cosmetic and products to be aware of the relevant regulation of the MFDA. To meet the MFDA's required registration, raw materials or drugs must meet the following criteria.

- a. An applicant must be a resident of Myanmar. If the company is a foreign company, applicant must be a resident representative of the foreign company.
- b. An authorization letter must be given by the foreign manufacturer to the local party. If such a letter is granted to the local company, rather than an person, an employee of company who is authorized to serve as a contact person must also be designed in the appointment letter.
- c. Registration must be initiated by entering a list of products for importation/ manufacture in a registry book at the MFDA. The applicant must submit the letter of intent for assessment fees (US \$100) including those for laboratory analysis (5,000 MMK) according to the product category. Thereafter, the applicant must pay such the fees of assessment to the designated account at Myanmar Foreign Trade Bank.
- d. Administrative documents required include: the letter of authorization mentioned above, a company profile, the product certificate in a format adopted by the World Health Organization (WHO) for its certification scheme on the quality of the product moving in international commerce, a Good Manufacturing Practice (GMP) certificate, properly endorsed photo-copy of the manufacturing license, a proforma statement (assessment of company financials) and a summary of the product information sheet. These documents are to state: the name of product including the brand, the formula and composition with justification for its registration to local authorities, data on physical and chemical properties, analytical methods for active substances (if

any), information/ documents relating to quality control of raw materials, manufacturing process, standard procedure for in-process quality control, finished product specifications and packaging specifications.

- e. Labeling must include: the name of the product, batch number, date of manufacture, expiration date, quantity or volume, usage conditions and name and address of manufacturer. In addition to the above mentioned particulars, a translation into local language (Burmese), Myanmar product notification number and storage conditions must be shown on the label.

### **3.3 Growth of Cosmetics and Skincare Products Usages in Myanmar**

Myanmar's cosmetics market has good long term growth potential for cosmetics companies as the country transitions to an open market-driven economy following years of military rule. These include an increased awareness of skincare solutions for health and beauty, a small but growth middle class, increased exposure to Western trends, the lowering of tariffs and a large population of 53 million. The beauty and personal care sector is anticipated to have a combined annual growth rate of 17 per cent from 2013 to 2018.

Skincare is extremely important to Myanmar women as shown by the widespread use of Thanaka (a traditional Burmese face paste). Thanaka is a yellowish-white paste. It is made from the ground bark and it has been used for skin cooling, sunburn protection but also as the beauty highlight. As trends in the country continue to evolve due to the increasing number of international tourists, rising middle-class consumer incomes and expatriates, local customers are searching for new high quality products.

From 2014-2017, the number of shopping centers, cosmetic retail stores, beauty parlors, spas shows in Myanmar significantly increased and a large variety of international cosmetic and skincare brands can now found on shelves in shopping malls. Myanmar's consumers are becoming more conscious of quality products and demanding premium personal care products as the market develops. Additionally, the real value of private final consumption in Myanmar rose by 4.8 per cent in 2016 and growth of 3.9 per cent is expected in 2017. The trend is set to continue as Myanmar's gross domestic product (GDP) growth is forecast to be over seven per cent in 2017 which is expected to be maintained for a number of years thereafter.

People are becoming more conscious of both protecting their skin and highlighting their features and there is a high degree of trust for most international brands due to the influence of exposure to Western lifestyles and Korea dramas in the media. Some customers buy products from authorized distributors, some buy from a reputable cosmetics counter or store and some buy from online cosmetic sales which are believed to be safe compared to three or four years ago. Buying decisions are made by buyers according to their trusted network. Most consumers are not loyal to one product, they want to try out new products developing on trends.

### **3.4 Buying Behavior of Skincare Products in Myanmar**

Everybody wants to be pretty and look good all the time. This is the main reason why consumers want to spend more on the cosmetics and toiletries which ultimately contribute to the growth of this market.

Women beauty sector is running since a large number of years whereas the men skincare and personal care sectors are booming just a couple of years back. The male body, before eclipsed by its female counterpart, is more and more shown off in the media, advertisement or the cinema. The development of fashion magazines and TV advertisement for men reinforces this new concern of the men's physical appearance. The explosion of the male press in general goes hand in hand with one of the consumptions of beauty products for men. Therefore, the men conform more to certain patterns of beauty and are sensitive to the cosmetics, like products enable them to improve their appearance, to put it in scene, to dramatize it.

Even though men use more and more skincare and grooming products, it is estimated that most of the men's products are still bought by their wife or partner. Men cosmetics have gone natural straight away with the launch of several successful mass products made of naturally derived ingredients. They include moisturizers, aftershave products, face washes and face scrubs, shower gels, and shave gels. Moreover, shave products contained perfumes and alcohol before, but now they contain soothing balms. Men in the South Korean are forming a lucrative market as they seem to be more and more interested in their appearance and eager to fight ageing indicators.

Obviously, many differences exist between the market of cosmetics for women and men. Thus, the firm has to adapt their marketing strategies to this new

target to persuade them to buy their products. Those adaptations touch all the area of the marketing mix.

In Myanmar, Korean wave strike to Myanmar people like other countries especially young generation. They are influenced by Korean fashion, living style, food and snacks, hair style and etc. At that time, Korean restaurants, fashion and product emerge in Myanmar market, especially in Yangon. Recently, Korean skincare products are now famous in Myanmar beauty market.

### **3.5 Types of Skincare Products in Myanmar**

The Myanmar cosmetics and skincare industry has seen strong growth during the past few years and emerged as one of the industries holding huge potential for further growth. Rising consumer awareness and affordability are the two main drivers of the industry. Over two decades, market share of Myanmar skincare products market increases year by year. Skincare products can be distinguished into its usage. There are three types of usage. There are

- a. Women only usage (Color cosmetics)
- b. Unisex usage (Skincare, Toiletries products; personal care, hair care, body care)
- c. Men only usage (Men purpose skincare, personal care, Shaving products and hair care).

This survey is intended to study usage for facial skincare products of all types. The facial skincare products include make-up remover, facial foam, moisturizing day and night cream, toner, milk lotion, essence, eye cream, revitalizing cream and so on. The product range varies and these products can be categorized into whitening, hydration, anti-aging, oil-control, spot correction and refining and etc. Moreover, customers can get for any skin care types (normal skin, dry skin, combination skin, oily skin and sensitive skin) for any age levels. Out of facial skincare products, facial foam gets the highest demand in the market.

In Myanmar, many people used traditional Thanakha as cosmetics to protect from sunburn, and smooth the skin over many decades. Thanakha cream is made by grinding the bark, wood, or roots of a Thanakha tree with a small amount water on a circular stone slab called Kyaukpyin which has a channel round the rim for the water to drain onto. They ware to the face and sometimes the arms of women, kids, some

man and body. Thanakha is the best face and body lotion for many people. But, since the 1980, international and local cosmetic brands have been entering competitively into Myanmar market- hoping to gain foothold in a predominantly female-based consumer market. Like many cultures around the world, Myanmar does not see spending on cosmetics suppliers is to work out the spending power of their market; how much of a month's salary would the average Myanmar spend on looking good.

Since 1988, market economy has launched in Myanmar. After that time, many importing companies entered into Myanmar cosmetics and skincare market year by year because of potential market trend and opportunities. In about 1999, women started becoming aware of quality skincare and cosmetics product, and by 2000 that awareness had spread throughout the general population. At now, there are about 100 cosmetics importing companies in cosmetics and skincare market in Yangon.

## **Chapter 4**

### **Analysis of Factors Influencing on Students' Buying Behavior on Skincare Products**

The purpose of this study is to analyze the factors influencing on students' buying behavior of skincare products. Based on conceptual framework, primary data are collected using the questionnaire set for this study and analyzed by the aids of statistical methods. This section presents respondents' demographic factors, buying behavior and analysis on factor influencing on students' buying behavior of skincare products.

#### **4.1 Research Design**

This study applied qualitative and quantitative research method. Qualitative research is the measure of respondents' perceptions by using five-point Likert scale. The sample for this study is drawn from 400 hundred master students attending at Yangon University of Economics. One hundred which represents 25% of population was randomly selected at Yangon University of Economics in 2018-2019 academic years. Primary data is collected from Yangon University of Economics through questionnaires and secondary data is acquired from research journals, previous thesis paper, and internet website and text books.

Tull and Kawkins (1990) said that the survey method can supply with data on attitude, feelings, beliefs and envisioned behavior and questionnaires is also appropriate to get the actual information from the targeted population. The questionnaires are divided into three sections; demographic characteristics of respondents, buying behavior and factors influencing on students' buying behavior of skincare products. Questions included in influencing factors are divided into four groups of personal factors, social factors, cultural factors and psychological factors. This study uses SPSS (Statistical Package for Social Science) to analyze the collected data for the findings of the study by running of reliability test, correlation, regression that ascertain whether the respondents agree to the personal factors, social factors, cultural factors and psychological factors influence on students' buying behavior or not.



## 4.2 Demographic Characteristics of the Respondents

Table (4.1) Demographic Characteristics of the Respondents

Category		Frequency	Percent
Age	22 and under 22	30	30
	Over 22	70	70
	Total	100	100
Gender	Male	24	24
	Female	76	76
	Total	100	100
Education	Master I	56	56
	Master II	44	44
	Total	100	100
Marital Status	Single	95	95
	Married	5	5
	Total	100	100
Types of Household Members	Parents	31	31
	Relative	12	12
	Friends	44	44
	Others	13	13
	Total	100	100
Monthly Income	Below 50,000 Ks	6	6
	50,001-100,000 Ks	16	16
	100,001-200,000 Ks	32	32
	200,001-300,000 Ks	24	24
	Above 300,000 Ks	22	22
	Total	100	100

Source: Survey Data, 2019

According to Table (4.1), the total respondents comprised of 100 students from Yangon University of Economics. The age of respondents is divided into two groups; under-22 years (30%) and over-22 years (70%). Regarding gender, 76% of respondents are female and 24% of respondents are male. Therefore, it is found that most of the respondent are female. The respondents' education is divided into two groups; Master I and Master II. The 56% of respondents are Master I and 44% of respondents are Master II. Marital Status are that 95% of respondents are single and 5% of respondents are married. Therefore most of respondent are single. Types of Household Members are divided into four groups; which consists of parents, relative, friends, and others. Most of the respondents live with their friends and parents. In this study, monthly income are divided into five groups; which consists of below 50,000 Ks, between 50,001-100,000 Ks, between 100,001-200,000 Ks, between 200,001-300,000 Ks and above 300,000 Ks. the highest income level is 32% of those who got monthly income between 100,001 and 200,000 Ks. The second highest is those who get between 200,001 and 300,000 Ks with 24%, followed by above 300,000 Ks with 22% and 50,001-100,000 Ks is with 16%. And 6% of respondents have the lowest income level of below 50,000 Ks.

### **4.3 Buying Behavior of the Respondents**

Buying Behavior of the Respondents is analyzed usage years, monthly expenditure, getting information of skincare products, place of buying, buying pattern and pattern of usage.

#### **4.3.1 Usage Years**

The consumption period of skincare products can be classified into three groups; less than 1 year, between 1 year to 3 year and more than 3 years.

**Table (4.2) Usage Years**

Usage Years	Number of Respondents	Percent %
Less than 1 year	21	21
Between 1-3 year	27	27
More than 3 year	52	52
Total	100	100

Sources: Survey data, 2019

According to Table (4.2), found that 52% have used skincare products more than 3 years, 27% have used skincare products between 1 and 3 years and 21% have used skincare products less than 1 year. According to this survey, most of the respondents have used skincare products since more than 3 years.

#### 4.3.2 Monthly Expenditure on Skincare Products

This section analyzes the expenditures on skincare products. In order to examine the monthly expenditures, it is divided into seven groups by expenditures; less than 5,000 Ks, between 5,001-10,000 Ks, between 10,001-20,000 Ks, between 20,001-30,000 Ks, between 30,001-40,000 Ks, between 40,001-50,000 Ks, and above 50,000 Ks.

**Table (4.3) Monthly Expenditure on Skincare Products**

Monthly Expenditure	Number of Respondents	Percent %
Less than 5,000 Ks	25	25
5,001-10,000 Ks	25	25
10,001-20,000 Ks	21	21
20,001-30,000 Ks	17	17
30,001-40,000 Ks	8	8
40,001-50,000 Ks	1	1
Above 50,000 Ks	3	3
Total	100	100

Sources: Survey data, 2019

According to analysis, it is found that be less than 5,000 Ks group and between 5,001 and 10,000 Ks group is 25% which is the highest respondents in this

survey. Between 10,001 and 20,000 Ks group is only 21%, between 20,001 and 30,000 Ks group is only 17%, between 30,001 and 40,000 Ks group is only 8%, above 50,000 Ks group is only 3% and 40,001-50,000 Ks group is 1% which is the lowest respondents in this survey. Therefore, it is found that most of respondents spend less than 5,000 Ks group and between 5,001 and 10,000 Ks to buy skincare product monthly.

#### 4.3.3 Getting Information of Skincare Products

Consumers can get products information from friends, internet/ blogs, TV advertisement and others.

**Table (4.4) Sources of Skincare Products Information**

Sources	Number of Respondents	Percent %
From Friends	34	34
Form Internet/ Blogs	50	50
From TV Advertisements	10	10
From Others	6	6
Total	100	100

Sources: Survey data, 2019

According to the result on information, 50% of respondents get information about products from Internet/ Blogs. 34% of respondents get product information from friends. 10% get information about products from TV advertisements and 6% of respondents get from others. So most of the consumer get product information from Internet/ Blogs.

#### 4.3.4 Place of Buying

In Myanmar skincare products market, many brands of skincare products are available in different places. In this study, places of buying can be classified into four groups; cosmetic counter, stores, shopping centers and others.

**Table (4.5) Place of Buying**

Place of Buying	Number of Respondents	Percent %
Cosmetic Counter	41	41
Stores	17	17
Shopping Centers	39	39
Others	3	3
Total	100	100

Sources: Survey data, 2019

According to the Table (4.5), 41% of respondents buy from cosmetic counter. 39% of respondents buy from shopping centers and 17% of respondents buy from stores. And 3% of respondents buy from other places. Therefore, cosmetics counter is the highest buying place of consumers.

#### **4.3.5 Buying Pattern of Skincare Products**

Respondent's buying pattern of skincare products is described in Table (4.11).

**Table (4.6) Buying Pattern of Skincare Products**

Buying Pattern	Number of Respondents	Percent %
Weekly	1	1
Monthly	33	33
When it is running low	66	66
Total	100	100

Sources: Survey data, 2019

According to Table (4.6), 66% of respondents buy skincare products when it is out of use, 33% of respondents buy skincare products every month, and 1% of respondents buy skincare products weekly. Therefore, it is found that most of the respondents buy skincare products when it is running low.

#### 4.3.6 Pattern of Usage

The following Table (4.12) showed that consumer's pattern of usage can be divided into four groups that are the whole year, most in winter, most in summer and most in raining.

**Table (4.7) Pattern of Usage**

Usage	Number of Respondents	Percent %
The Whole year	75	75
Most in Winter	17	17
Most in Summer	7	7
Most in Raining	1	1
Total	100	100

Sources: Survey data, 2019

According to the survey, 75% of respondents buy at the whole year, and 17% of respondents buy at most in winter. And 7% of respondents buy at most in summer and 1% of respondents buy at most in raining. Therefore, it is found that most of the respondents buy skincare products at the whole year.

#### 4.4 Analysis on Factors influencing on Students' Buying Behavior of Skincare Products

In this section, four influencing factors on consumers' buying behavior are analyzed. These four factors namely personal factors, social factors, cultural factors and psychological factors are measured with 15 statements. Each statement is made up of five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree and 5: strongly agree). Likert items are used to measure students' influencing factors on buying behavior to a particular statement. Each data can be analyzed as interval data, i.e. the mean is the best measure of central tendency. Therefore, the mean score for each statement is calculated and discussed.

##### 4.4.1 The Influence of Personal Factors on Buying Behavior

This section found out the levels of respondents' agreement on buying behavior regarding personal factors. In this study, personal factor is measured by 5 questions (statements). The mean and average scale score of each statement are found and the results are shown in Table (4.8).

**Table (4.8) Mean Value of Personal Factors on Buying Behavior**

No.	Statements	Mean
1.	I prefer skincare products suitable to my age.	3.94
2.	My occupation influences my behavior when buying skincare products.	3.51
3.	I consider my economic situation when purchasing skincare products.	3.96
4.	I buy skincare products because it relates me to my lifestyle.	3.58
5.	I only buy skincare products that suit my personality.	3.55
<b>Overall Mean</b>		<b>3.71</b>

Source: Survey Data 2019

According to the Table (4.8), this study found that the highest mean score is 3.96 in which I consider my economic situation when purchasing skincare products while the lowest mean score is 3.51 in which my occupation influences my behavior when buying skincare products. The overall mean score of personal factor on buying behavior is 3.71. Therefore, it can be concluded that students agree with personal factor on buying behavior of skincare products.

#### **4.4.2 The Influence of Social Factors on Buying Behavior**

Social factor is an important independent variable to be considered in the study of buying behavior. Regarding with the social factor on buying behavior of skincare products, the respondents answered 3 questions (statements) for their degree of respondents upon the social factor. The mean and average scale score of each statement are found and the results are shown in Table (4.9).

**Table (4.9) Mean Value of Social Factors on Buying Behavior**

No.	Statements	Mean
1.	I buy skincare products due to my family's advice.	2.53
2.	My reference group (close friends, movie stars, sport heroes, political leaders, etc.) usually affect the types of skincare products I purchase.	3.32
3.	My role and status affects my buying behavior on skincare products.	3.31
<b>Overall Mean</b>		3.05

Source: Survey Data 2019

According to the Table (4.9), this study found that the highest mean score is 3.32 in which my reference group (close friends, movie stars, sport heroes, political leaders, etc.) usually affect the types of skincare products I purchase while the lowest mean score is 2.53 in which I buy skincare products due to my family's advice. The overall mean score of social factor on buying behavior is 3.05. Therefore, it can be concluded that students agree with social factor on buying behavior of skincare products.

#### **4.4.3 The Influence of Cultural Factors on Buying Behavior**

This section found out the levels of respondents' agreement on buying behavior regarding cultural factor. In this study, cultural factor is measured by three questions (statements). The mean and average scale score of each statement are found and the results are shown in Table (4.10).

**Table (4.10) Mean Value of Cultural Factors on Buying Behavior**

No.	Statements	Mean
1.	My society culture affect my buying behavior of skincare products.	2.87
2.	My sub-culture (nationalities, religions, racial groups and geographic regions) plays a role in determining what skincare products I purchase.	2.87
3.	I buy skincare products which are of my social class.	3.12
<b>Overall Mean</b>		2.95

Source: Survey Data 2019



According to the Table (4.10), this study found that the highest mean score is 3.12 in which I buy skincare products which are of my social class while the lowest mean score is 2.87 in which my society culture affect my buying behavior of skincare products and my sub-culture (nationalities, religions, racial groups and geographic regions) plays a role in determining what skincare products I purchase. The overall mean score of cultural factor on buying behavior is 2.95. Therefore, it can be concluded that students are less likely to agree upon the cultural factors on buying behavior of skincare products.

#### 4.4.4 The Influence of Psychological Factors on Buying Behavior

Psychological factor is one of the key independent variable that affects buying behavior. This section found out the levels of respondents' agreement on buying behavior regarding psychological factors. In this study, psychological factor is measured by four questions (statements). The mean and average scale score of each statement are found and the results are shown in Table (4.11).

**Table (4.11) Mean Value of Psychological Factors on Buying Behavior**

No.	Statements	Mean
1.	I buy skincare products to take care of skin.	4.33
2.	By using skincare products, my perception are getting smooth the skin and more beautiful.	4.15
3.	I learn about the skincare products from my personal experience.	3.80
4.	I buy skincare products according to my own preference or beliefs/ attitude toward skincare products.	4.00
<b>Overall Mean</b>		4.07

Source: Survey Data 2019

According to the Table (4.11), this study found that the highest mean score is 4.33 in which I buy skincare products to take care of skin while the lowest mean score is 3.80 in which I learn about the skincare products from my personal experience. The overall mean score of psychological factors on buying behavior is 4.07. Therefore, it can be concluded that they strongly agree with psychological factors on buying behavior of skincare products.

## **4.5 Data Analysis**

Multiple regression analysis was applied to investigate effects of four independent variables: personal factors, social factors, cultural factors and psychological factors and a dependent variable i.e. consumers' buying behavior.

Multiple regression analysis was used to investigate the relationships between the independent variables and the dependent variable. Data was recorded and analyzed using Statistical Packages for Social Science (SPSS) version 22.

### **4.5.1 Factors influencing on Students' buying behavior of skincare products**

There are four independent variables; personal factors, social factors, cultural factors and psychological factors and a dependent variable i.e. consumers' buying behavior of skincare products which are involved in the study. Measurement scales for all variables except demographics were adapted from previous studies.

A correlation analysis was run to investigate the relationship between variables. Finally, a multiple regression analysis was run to test the relationships between the independent variables and the dependent variable.

Pearson correlation coefficient indicates the significance, direction, strength and significance of the bivariate relationship among all the variables that were measured at an interval or ratio level (Sekaran, 2003).

When the value of  $r$  is  $-1.0$  indicates a perfect negative linear relationship while  $r$  value of  $+ 1.0$  indicates a perfect positive linear relationship. When the  $r$  value equal to  $0$  means that there is no correlation indicated among the variables.

**Table (4.12) Correlations of the Independent Variables and Consumer Buying Behavior**

	Consumer Buying Behavior	Personal Factor	Social Factor	Cultural Factor	Psychological Factor
Consumer Buying Behavior	1				
Personal Factor	.200**	1			
Social Factor	.122*	.464**	1		
Cultural Factor	.343**	.387**	.676**	1	
Psychological Factor	.234**	.480**	.262**	.252**	1

Source: SPSS Outputs

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Table (4.12) demonstrates the correlation coefficient for dependent variable-buying behavior and independent variables i.e. the four dimensions: personal factors, social factors, cultural factors and psychological factors. Correlation coefficient of mean cultural factors and buying behavior is 0.343 at 1% level of significance. The correlation coefficient between psychological factors and buying behavior is 0.234 at 1% level of significance. The correlation coefficient between personal factors and buying behavior is 0.200 at 1% level of significance. The correlation coefficient between social factors and buying behavior is 0.122 at 5% level of significance. According to Table (4.12), cultural factors, psychological factors and personal factors have significant correlation with buying behavior at the 0.01 level and social factors have significant correlation with buying behavior at 0.05 level. Moreover, Table (4.12) also describes that the values of their correlations were less than 0.90. The estimated correlations between the factors were not excessively high (e.g., < .90 in absolute value). This result indicated the acceptable discriminated validity (Kline, 2011).

Multiple regression analysis is an analysis of association in which the effects of two or more independent variables on a single, interval-scaled dependent variable are investigated simultaneously (G.Zikmund, J.Babin, C.Carr & Griffin, 2010). We use multiple regressions when there is more than one independent variable to explain the variation in a dependent variable.

Multiple regression analysis was applied to investigate the factors of buying behavior. To develop the multiple regression model, buying behavior was used as dependent variable and personal factors, social factors, cultural factors, and psychological factors were used as independent variables.

**Table (4.13) Factors Influencing on Consumer Buying Behavior**

Dependent Variable (Consumer Buying Behavior)	Unstandardized Coefficients		Standardized Coefficients	T test	Sig	Collinearity	
	B	Standard error	Beta			Tolerance	VIF
Constant	1.291	.333		3.877	.000		
Personal Factors	.049	.081	.070	.603	.548	.643	1.555
Social Factors	-.139	.073	-.253	-1.907	.060	.495	2.019
Cultural Factors	.215**	.061	.448	3.505	.001	.534	1.871
Psychological Factors	.126*	.087	.154	1.439	.154	.764	1.308
R <sup>2</sup>					0.172		
Adj R <sup>2</sup>					0.138		
F-value					4.947**		
Durbin- Watson					1.879		

Source: SPSS Outputs

Statistical significant Indicate \*\* at the 1% level, and \*5% level

According to the Table (4.13), the adjusted R<sup>2</sup> value of 0.138 explains that 13.8% of the total variance in buying behavior is accounted by personal factors, social

factors, cultural factors and psychological factors. The value of calculated (Durbin-Watson) was 1.879 and each Variance Inflation Factor (VIF) was less than 5. These results show that serial correlation and multi-collinearity problems were not detected in this analysis. The regression coefficient of cultural factors is 0.215 at 1% significant level. This shows that there is direct relationship between cultural factors and consumer buying behavior. The regression coefficient of psychological factor is 0.126 at 5% significant level. This show that there is direct relationship between psychological factors and buying behavior.

Based on the results of multiple regression analysis, it can be concluded that cultural factors and psychological factors has a significant positive influence on buying behavior of skincare products. Cultural factor is more significant than psychological factor because unstandardized coefficient of cultural factors is greater than that of psychological factor. Personal factors and social factors did not impose any significant impact on buying behavior of skincare products

## **Chapter 5**

### **Conclusion**

This chapter presents findings, suggestions based on these finding and needs for further study.

#### **5.1 Findings**

The main purpose of this study was to investigate the influencing factors that determine the skincare products buying behavior of students of Yangon University of Economics. Finally, to provide the meaningful implications to the firms and marketing managers of the cosmetics industry, the study tries to achieve the understanding on factors influencing on students' buying behavior of skincare products.

Data for the study was collected through questionnaires which include both open and close-ended. The surveys questionnaires are distributed to (100) master students of Yangon University of Economics and fully receive a total of 100 survey questionnaire. The target population for the study consists of master students attending in Yangon University of Economics.

In this survey research, majority of the respondents are the ages of over 22 years which is made up of 70% (70). Moreover, 30% of respondents are 22 and under 22 years. And then majority of respondents are Master I at 56% (56) and 44% (44) of respondents are Master II in this study.

According to the research, skincare products are concerned more women area then men area. This paper includes master students. And 95% of master students are single but 5% of master students are married and other. And then, we found that 44% of 100 respondents are more living with friends. As the income level of respondents in the survey, most respondents have monthly income and the estimated budget for the skincare product is between 100,001 and 200,000 Ks.

Most of the respondents' skincare product usage life is more than 3 years. Most of the respondents spend less than 5,000 Ks and between 5,001Ks and 10,000 Ks when they buy skincare products. Most of the respondents buy skincare products when it is out of use and they like to buy at cosmetic counter and shopping centers

can compare the price and they get the product information to use skincare products from internet/ blogs and friends. Most pattern of usage of respondents, they use skincare products at the whole year.

Results of Correlation coefficient show that positively relationship between cultural factors and consumer buying behavior. Therefore, the cultural factors are the factors that an individual learns at a very early stage of life due to socialization within the family and other key institutions, such as values, preferences, behavior patterns and perceptions are learned as the individual grows. This study has found that the relationship between psychological factors and consumer buying behavior is positive and weak. It can be said that the human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular products and services.

A research reported that there is weakly and positively relationship between personal factors and consumer buying behavior. It is found that personal factors influence continues to play a key role in consumer buying behavior of skincare products. Personal factors vary from person to person that results in a different set of perceptions, attitudes and behavior towards certain goods and services. Therefore personal factors influences their buying behavior. On the other hand, the relationship between social factors and consumer buying behavior is positive and weak. It can be said that social factors influence to consumer buying behavior. The society consists of several individuals that have various preferences and behaviors. These are various behaviors influence the personal preferences of other sets of individuals as they tend to perform those activities which are acceptable to the society. Therefore, the social factors play a crucial role in building the behavior of an individual. According to Table (4.12), cultural factors, psychological factors and personal factors have significant correlation with consumer buying behavior at the 0.01 level and social factors have significant correlation with consumer buying behavior at the 0.05 level.

The correlation coefficient for dependent variable – consumer buying behavior and independent variables i.e the four dimensions: cultural factors, psychological factors, personal factors and social factors are significant so that cultural factors, psychological factors, personal factors and social factors are correlated with consumer buying behavior.

Based on the results of multiple regression analysis, it can be concluded that cultural factors and psychological factors have a significant positive influence on consumer buying behavior of skincare products. Personal factors and social factors

did not impose any significant impact on consumer buying behavior of skincare products. Although cultural factors, psychological factors, personal factors and social factors are correlated with consumer buying behavior according to Pearson correlation coefficient, personal factors and social factors are not related to consumer buying behavior. It can be concluded that cultural factors and psychological factors have a significant positive influence on consumer buying behavior of skincare products.

## **5.2 Suggestions**

People should take care of their appearance, self-assurance and skin. And they should care not only cultural factors and psychological factors but also personal factors and social factors. Better knowledge about skincare products help to perform their buying behavior very effectively. Therefore, they should update their knowledge about skincare products and should ask for beauty advisor or sales promoters for knowledge, information and suggestions with products.

From the marketer point of view, controlling the effectiveness of product is vital for expending market share and long term survival in the market. And the best and the most effective way to advertise and communicate about the product is done by the satisfied consumers. To increase the sales of skincare products, marketers should emphasize on more attractive and effective sales promotion activities such as free gift, discount, cash coupon, etc.

Nowadays, skincare products become more popular among beauty products. And international brands import into Myanmar market. So, domestic marketers should also produce many kinds of skincare products with good quality, ingredients, reasonable price and suitable for skin. Moreover, skincare products market players should do more communication program (Advertising, public relations, Events and experiences) through media to consumers for hygiene, health and beauty awareness.

## **5.3 Needs for Further Study**

The sample size of this paper is based on 100 master students in Yangon University of Economics according to the time limits and financial constraints. Nowadays, there are several brands of skincare products in different forms and consumer buying behavior is different between men and women, age, education, lifestyle and income level. The use of skincare products also becomes popular among



consumers and it is now widely used by many men and women. Therefore, marketers should be done extensively to make analysis of various segments of the cosmetics and skincare products market.

Additionally, researchers should analyze product categories, personal care product, anti-aging product and natural cosmetics and toiletries market lies in sectors such as baby care, bath and shower products and hair care products. And marketers should review other opportunities of the skincare products market to get the marketing effectiveness by using product, price, place and promotion. These researches will help to examine factors that are critical to the success of the skincare industry and also help to understand consumer buying behavior.

As the conclusion, further study with the larger sample size and expanded survey from different point of view will support to get the better results.

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## Appendix A

### Factors Influencing on Students' Buying Behavior of Skincare Products

#### Survey Questionnaire

Please indicate (✓) in the appropriate information about yourself. Each question should only have ONE answer. All responses are strictly confidential.

#### Personal Data

1. Age Group

Under 22

Over 22

2. Gender

Male

Female

3. Education

Master I

Master II

4. Are you single?

Yes

No

5. Types of Household Members

Parents

Relative

Friends

Others

6. Monthly Income (if you are not employee, it may be pocket money from others)

Below 50,000 Ks

50,001-100,000 Ks

100,001-200,000 Ks

200,001-300,000 Ks

Above 300,000 Ks

#### Buying Behavior

7. Since how long do you use skincare products?

Less than 1 year

Between 1-3 year

More than 3 year

8. On average, how much do you spend on skincare products per month?

Less than 5,000 Ks

5001-10,000 Ks

10,001-20,000 Ks

20,001-30,000 Ks

30,001-40,000 Ks

40,001-50,000 Ks

Above 50,000 Ks

9. Where do you get product information to use skincare products?

From Friends

From Internet / Blogs

From Magazine

From TV Advertisement

From Others

10. Where do you usually buy skincare products?

Cosmetic Counter

Stores

Shopping Centers

Others

11. When do you buy skincare products?

Weekly

Monthly

When it is running low

12. Which one is your pattern of usage?

The Whole year

Most in winter

Most in summer

Most in raining

### **Factors influencing on students' buying behavior of skincare products**

Respondents are requested to answer the following question with answers from strongly agree to strongly disagree on Likert five-point scale. Please circle your answer to each statement using 5 point Likert scale.

[(1) = strongly disagree, (2) = disagree, (3) = neutral, (4) = agree and (5) = strongly agree].

Item No.	Personal Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I prefer skincare products suitable to my age.	1	2	3	4	5
2.	My occupation influences my behavior when buying skincare products.	1	2	3	4	5
3.	I consider my economic situation when purchasing skincare products.	1	2	3	4	5
4.	I buy skincare products because it relates me to my lifestyle.	1	2	3	4	5
5.	I only buy skincare products that suit my personality.	1	2	3	4	5
Item No.	Social Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I buy skincare products due to my family's advice.	1	2	3	4	5
2.	My reference group (close friends, movie stars, sport heroes, political leaders, etc.) usually affect the	1	2	3	4	5

	types of skincare products I purchase.					
3.	My role and status affects my buying behavior on skincare products.	1	2	3	4	5

Item No.	Cultural Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	My society culture affect my buying behavior of skincare products.	1	2	3	4	5
2.	My sub-culture (nationalities, religions, racial groups and geographic regions) plays a role in determining what skincare products I purchase.	1	2	3	4	5
3.	I buy skincare products which are of my social class.	1	2	3	4	5

Item No.	Psychological Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I buy skincare products to take care of skin.	1	2	3	4	5
2.	By using skincare products, my perception are getting smooth the skin and more beautiful.	1	2	3	4	5
3.	I learn about the skincare products from my personal experience.	1	2	3	4	5
4.	I buy skincare products according to my own preference or beliefs/ attitude toward skincare products.	1	2	3	4	5

